

## **WORKFORCE DEVELOPMENT COUNCIL**

### **Minutes of April 8, 2003**

#### **Welcome**

Chair Karen McGee called the Council to order at 9:30 a.m. and welcomed everyone to the meeting at Lewis-Clark State College, in Lewiston.

#### **Consent Agenda (Minutes of January 14, 2003, Transmittals #1 #2 and #3)**

Ruth Rathbun requested that the white paper being written by the National Chairs Association be presented to the full Council when it is available.

**Ruth Rathbun moved, Jay Engstrom seconded and the Council unanimously passed the consent agenda.**

**Highlights from Lewis-Clark State College**—Dr. Dene Thomas, President, Lewis-Clark State College told the Council that LCSC was in its 110<sup>th</sup> year, founded in 1883 as Lewiston Normal School. LCSC has a three part mission: academic programs (2 year and 4 year baccalaureate), professional-technical programs (1-4 year) and community college and service programs. It has an emphasis on business, justice studies, nursing, professional-technical, social work, teacher preparation and liberal arts. LCSC has a large non-traditional population with 42% of its students 25 and over and 85% in the workforce. LCSC has taken steps to support the students and community by offering programs that are family friendly and dispersed across the region. The institution has been growing and was ranked as the “Top Four-Year Public College in the West” in 2002 by *U.S. News & World Report*. LCSC has done extensive work within the community and is actively engaged with business to respond to their training needs.

#### **Region II Activities**

Brenda Forge, Chair of the North Central *IdahoWorks* Board, provided an overview of the board’s activities, noting that the board spent the first two years of its existence familiarizing itself with the requirements of the Act and the role of the board. She indicated that during this time, their major emphasis was on putting a system in place and creating the One Stop infrastructure. The board has since moved on to the building of partnerships between business, government, and economic development, encouraging the involvement of both large and small employers.

Brenda reported that one of the board’s major challenges has been determining how best to serve small, rural communities when their only business closes. She added that the region has struggled to meet its wage replacement performance measure because of the effect of business closures, but that the board is overall very pleased with the efforts of the One Stop system to meet the needs of dislocated workers. She commented that the

board is interested in learning more about how to help low-wage workers as well as the unemployed.

Brenda summarized a recent community audit of the region, which brought together employers from the manufacturing, health care, and tourism industries to identify needs and priorities. Among the concerns that have been identified are a need to educate small employers about how to best train employees, a need for improved customer service training in the rural areas of the region and more outreach to make employers aware of the One Stop system.

## **Region I Business Relations And Youth Services**

Jo Ann Edmiston, Coeur d'Alene Job Service One Stop Career Center Manager, provided information regarding the One Stop Consortium and its Business Plan. The Region I One Stop Consortium is comprised of three partners - Job Service, North Idaho College, and the Idaho Commission on Aging. The Coeur d'Alene Job Service is the One Stop Center. In addition, there are four other Job Service Offices in Region I plus North Idaho College's Workforce Training Center which serve as affiliate One Stop sites. The mission of the One Stop system is to, "...provide our customers with a coordinated approach to employment and training services to assure that the employment needs of job seekers and businesses are met in the five northern counties." Region I has an active Regional Collaborative Team made up of other workforce partners, business, and community leaders that advises the Consortium on workforce issues.

The Consortium and the Center recognize business as a primary customer of the workforce system, and that business plays a critical role in the success of the system. They provide targeted services which assist job seekers in becoming more employable and retainable by business. They aggressively seek input and feedback from the business community. Consortium members and Center and Affiliate staff are active in area Chambers of Commerce and other business-related and leadership organizations. They provide workshops and information presentations on topics of particular interest to the business community. They are directly involved in major business recruitments such as Center Partners, TJ Maxx, Borders Books, and Buck Knives. They sponsor business job fairs. They conduct site visits to explore first hand the workforce-related needs of business, and invite businesses to speak at weekly staff meetings. The One Stop Center and other affiliates sponsor a "Business of the Month" series, spotlighting an area business.

Sherry Wallis, North Idaho College, reported on their WIA workforce training program. They have two staff who are currently working with over 30 participants. They work very closely with other social service agencies and other organizations within North Idaho College, including Centers for New Directions, Adult Basic Education, etc. They are targeting growth industries including medical, tourism, and truck driving for participant training and employment. Sherry shared some inspiring success stories regarding participants they have served.

Lisa McLeod, from the Sandpoint Job Service Office, reported on their “TGIF Workforce” (Training Great Individuals For the Workforce). This is a program for small groups (5-6) youth of 5-6 weeks in duration. While each class has a different emphasis and different youth participants, they all include a high emphasis on community improvement, strong work readiness expectations, and work experience. TGIF takes a tough stance on work readiness, including punctuality, attendance, demonstrating respect for coworkers and leaders, active participation in activities, timely completion of assignments, appropriate dress, and work ethic and attitude. The class features career exploration, and work experience, including completing job applications, interview preparation, tours of local businesses, presentations by employers, and completion of a community-related project by the youth team. Participants learn and demonstrate results, help to improve their community, and meet work readiness competencies. The initial project designed and presented a website for a local nonprofit agency. The coming project is to complete and deliver 100 school supply packets to local service agencies in the community for students who might otherwise not be able to afford them.

#### **Update from the Chair—NGA Policy Academy**

Chair Karen McGee provided an update to the Council on the Twenty-First Century Policy Academy. Chair McGee introduced the Council to the goals for the academy. These are: Idaho will have an adaptive workforce system that responds to the needs of workers and business; Idaho’s workforce development, education and economic development systems will be connected; and Idaho business will become a model for the 21<sup>st</sup> Century Workplace. Chair McGee noted the importance of connecting the K-12 system to business so they better understand the skills needed in the workplace. She requested that Emma Gebo and her committee begin to develop performance measures so that we can measure the success of the workforce development system. Jay Engstrom spoke to the importance of counseling in the schools. Janet Aikele said the ratio of students to counselors is 1/400. We may need to rely on volunteers to assist. Jay offered that we need to look towards the WIBs to bring business resources into the schools. We also need to make CIS more available. Ruth shared that all freshman in St. Maries were able to tour 15 businesses to learn about opportunities and job demands.

Chair McGee suggested that we need to partner with locals on what makes a good board. She said that business isn’t aware of what’s going on and cited the example of the homebuilders. The policy academy will continue to be a topic.

#### **Jobs for America’s Graduates (JAG)/Jobs for Idaho’s Graduates (JIDG)**

Shirley Silver reported that the Magic Valley program has closed down due to internal personnel issues. She added that the Pocatello and Lewiston programs will close down at the end of the year when pilot project funding ends. Both Pocatello and Lewiston will continue to deliver the principles of JAG and selected program components. Lewiston plans to add a community service element; Pocatello will continue to deliver similar services through the teen parent program; however, New Horizons Alternative School in

Pocatello is struggling to find staffing monies to continue their portion of the program. Shirley indicated that the average wage for JIDG participants has been \$6.50. Shirley expressed the appreciation of JIDG-funded staff for having been given the opportunity to pilot this program, noting that they believed it provided a valuable learning experience.

The Council discussed whether local boards have the ability to support programs like JIDG without the JAG affiliation. Shirley pointed out that the JAG model is very costly and very labor intensive at the state level, but that the training provided to staff by JAG is very good. There was a general consensus among Council members that although the JIDG program did produce some worthwhile results, Idaho would be better served by taking the principles learned through the JIDG pilot and applying these to the existing program infrastructure. The Council then requested a report from the JIDG sites outlining lessons learned during the pilot projects. Chair McGee thanked the Department of Health & Welfare and the Division of Professional-Technical Education for their assistance in the funding and operation of JIDG.

### **2020 Blue Ribbon Task Force Update**

Roger Madsen, Director, Idaho Department of Labor, provided an update on the Governor's Idaho 2020 Blue Ribbon Task Force. The Task Force is Co-Chaired by Chuck Winder and J.D. Williams. The mission of the Task Force is to "Assess the immediate and long term needs of Idaho, perform an objective analysis of the organization and structure of State Government, and make recommendations that will align the operations of Idaho's Government to meet the demands of the 21<sup>st</sup> Century." The specific objectives include:

- Analyze core services and essential programs; identify priorities for State Government in Idaho for the next 20 years.
- Evaluate redundant and ineffective services; outline opportunities to improve efficiencies and productivity through modernization, consolidation and privatization of government programs.
- Recommend opportunities for aggressive use of cost-effective technology in order to enhance accessibility and productivity.
- Examine the financing of State Government, including a comprehensive review of current and alternative revenue sources.

The Task Force is organized into five Subcommittees, Revenue and Economic Development; Government Structure and Organization; Education; Health and Human Services; and Public Safety, Transportation, and Natural Resources. The Task Force was appointed September 26, 2002, met for the first time October 10, and presented 48 preliminary recommendations to Governor Kempthorne December 3. Twenty seven of the 48 have been accepted by the Governor, 5 were passed by the 2003 Legislature and signed by the Governor. Twenty one of the recommendations are still being considered. Eighteen Intermediate recommendations were provided April 4, and are available for consideration by the Governor and/or the 2004 Legislature. Long term recommendations will be proposed at a June 24 meeting. Details of the recommendations, as well as

additional information on the Task Force, are available on the Task Force's website at [www.idaho2020taskforce.us](http://www.idaho2020taskforce.us) .

### **Adult Basic Education (ABE)**

Shirley Spencer, Director, Adult Basic Education, referred Council members to a packet of materials containing performance information for the ABE program for FY 2001 – 2002, pointing out that the primary performance indicators for ABE are educational gain and the number of people with the goal of Employment/Retention/Postsecondary/GED that attained these goals.

Richard Sparks, Director, Community Technology Centers, provided an update on ABE performance and the Community Technology Centers (CTC) grant, stating the ABE services are delivered through six regional centers, the Idaho Migrant Council and the Department of Correction - at over 90 different sites and 50 rural locations, serving a total of nearly 10,000 students. Richard then summarized results-to-date for the CTC grant, designed to increase ABE enrollments and increase access to technology in rural communities across the state. He added that 34 sites have been developed and noted that grant activities had resulted in gains in all grant objectives.

In response to an inquiry, Shirley advised the Council that while the current formula for funding ABE centers is not based heavily on performance results, this formula may be adjusted in the near future to give performance more weight in fund distribution.

### **Update on Federal Legislation:**

#### **Carl Perkins**

Mike Rush, State Administrator, Professional-Technical Education updated the Council on the status of Carl Perkins legislation. He said that the Administration's Proposal, The Secondary and Technical Education Excellence Act of 2003, is expected to be introduced this year. The key messages are that high schools are short-changing students, every student needs core skills and solid choices, and that community and technical colleges need to play a stronger role. The goals are to increase rigorous academics, increase high school graduation, increase student choice among rigorous programs and reduce the need for remediation. There is a shift to a focus on academic achievement in high school with technical education at the secondary level. Mike also shared the recommendations of state administrators on the legislation. Some of the recommendations include support for unique and separate legislation to recognize its importance; innovation, meaningful accountability; sustain state flexibility and leadership; and an increased authorized level of funding.

[Chair McGee turned the meeting over to Ruth Rathbun at 1:50 p.m.]

## **WIA Title I**

### **Personal Reemployment Accounts**

Cheryl Brush, Department of Labor, introduced the “Workforce Reinvestment and Adult Education Act (H.R. 1261) which is the House reauthorization proposal for WIA. At the time of the meeting, the bill had been passed out of the committee and was awaiting floor action. The bill is patterned after the President’s proposal and moved quickly through the House. H.R. 1261 is structured into a consolidated adult services grant that combines WIA Adult, WIA Dislocated Worker and Wagner-Peyser Employment Services and a separate targeted youth services grant. The Adult proposal is built around a strengthened One Stop system, offering a broader array of services in a streamlined format. The Youth program is more restrictive, requiring that 70% of participants be out-of-school youth with barriers. Only 75% of the funds would be allocated to states with the balance retained at the federal level for Youth Challenge grants. Cheryl noted that the reauthorization offered some welcome flexibility including more comprehensive services for Adults, improved business services, state driven eligibility for training providers, a strengthened one stop, easing of cost allocation/cost sharing requirements and common performance measures. She also discussed changes to the State Board and a stronger role in certification and infrastructure funding for the one stops. Several areas were mentioned as limiting flexibility: the consolidated funding stream, the within state fund distribution and organizational limitations, the targeted youth program and the absence of state options for waivers or block grants.

Cheryl introduced the President’s proposal for Personal Reemployment Accounts. The President has proposed to provide one time funding of \$3.6 billion to accelerate reemployment and promote individual choice. Accounts of up to \$3,000 would be made available to certain Unemployment Insurance recipients or exhaustees. The accounts could be used to purchase services from the one stop or other providers and for those who became reemployed within 13 weeks, the balance of their funds would be awarded as a bonus, 60% at employment and 40% after six months retention.

### **New Business**

Date for Next Council Meeting: Ruth Rathbun announced that Chair McGee would like the next Council meeting to be held in Twin Falls. Ruth suggested that we send out a couple of dates in August that might work. She indicated that Chair McGee would like to discuss goals for the Council at that meeting. Another issue for discussion might be how to better share best practices among areas within the state. Jerry Beck suggested the Council might wish to discuss its role and position regarding getting dislocated workers back to work. In addition he suggested the Council might wish to receive information on the status of the UI Trust Fund, in light of the current economic situation.

Ruth thanked LCSC on behalf of the Council for hosting our meeting and making such a great facility available.

The meeting was adjourned at 2:15 p.m.

Attendance:

Workforce Development Council  
April 8, 2003

Council Members:

Steve Ahrens (absent)  
Janet Aikele  
Lois Bauer (absent)  
Jerry Beck  
Coleen Erickson (absent)  
Millie Flandro (absent)  
Emma Gebo  
Jim Hawkins (absent)  
Cindy Hedge  
Shirley Spencer, for Marilyn Howard  
Karl Kurtz (absent)  
Roger Madsen  
Jay Engstrom, representing the  
    Dept. of Commerce  
Max McClintick (absent)  
Karen McGee  
Ruth Rathbun  
Charles Ruch (absent)  
Jim Soyk  
Shirley Stensgar (absent)  
Gary Stivers (absent)  
Dave Whaley

Guests:

Melinda Adams  
Lynn Brinckmeyer  
Cheryl Brush  
Terry Butikofer  
Pat Debban  
JoAnn Edmiston  
Lee Fields  
Brenda Forge  
Laura Gleason  
Bob Harris  
Larry Hertling  
Bob Hopkins  
Jeanie Irvine

Shelia Jones  
Rob Lohrmeyer  
Lisa McLeod  
Steve Porter  
Dania Rivers  
Tim Rubio  
Mike Rush  
Ethna Scaraglino  
Denny Scollon  
Kellye Sharp  
Shirley Silver  
Richard Sparks  
Alice Taylor  
Dene Thomas  
Sherry Wallis  
Rich Watson  
Judy Welker